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1988 Food Shopping Report

Trends in Shopping and Eating Out

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1988 FOOD SHOPPING REPORT

Trends in Shopping and Eating Out

This is one of a series of marketing research reports prepared by the Newspaper Advertising Bureau, Inc., as a service to the newspaper business and its advertisers.

October 1988

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1988 FOOD SHOPPING REPORT

INTRODUCTION

Americans' food shopping and eating habits seem to be undergoing rapid changes. This panel survey was undertaken to update research conducted in May 1987, to check on short-term trends. A questionnaire on food shopping and dining out that was mailed to a panel of 5,000 Home Testing Institute households in the first week of July 1988 produced 3,819 returns before the cutoff date.[1] Eight out of nine panelists were female household heads.

Information collected from the panel included personal food shopping habits; reasons for switching the food store where most shopping is done; frequency of shopping; the preparation of food shopping lists; recall of food advertising in newspapers during the past week; coupon use and sources for coupons; types of eating places patronized; and number of evening meals eaten out in the past month.

The Newspaper Advertising Bureau, Inc., developed the questionnaire, commissioned the field work and analyzed the data. The report was written by Charles Lehman of NAB's Research Department. The text and tables on the pages that follow detail the principal findings of this research.

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1) See "Description of Research", page 29, for further details.

Food Shopping Habits

Half (50%) of all respondents reporting for their households say that they usually do their food shopping in one favorite store. A large minority (35%) regularly goes to more than one store, and another 12% say that they usually go to the store advertising the best specials (Table 1).

In households where the head is under 30 years of age, food shoppers are more likely to have one favorite store (59%), and somewhat less likely to patronize the store advertising the best specials (9%). The same general pattern was found in the 1987 survey.

On the basis of a few surveys, it is impossible to say whether the apparent differences in the shopping habits of younger food shoppers will change over time. However, to the extent that the principal food shoppers in these households (most of whom are women) continue to hold full-time jobs, their food shopping habits will probably continue to differ from those of the previous generation. For working women, saving time may be more important than saving money.

Table 1

Food Shopping Habits: Store Selection

	Usually Shop At:		
	One Favorite Store	More Than One Store	Store Advertising Best Specials
Total respondents	50%	35%	12%
Age of household head:			
Under 30 years	59%	29%	9%
30-44 years	51	36	10
45-64 years	50	36	13
65 years or older	45	37	16
Census region:			
Northeast	55%	32%	11%
Midwest	51	34	13
South	48	38	13
West	48	37	11
Household size:			
One person	50%	34%	12%
Two persons	49	36	14
Three-four persons	52	36	10
Five or more persons	50	34	14
Household income:			
$40,000 and over	52%	36%	10%
$30,000 - $39,999	51	38	10
$20,000 - $29,999	51	35	12
$10,000 - $19,999	49	35	14
Under $10,000	48	32	16
Employment status of female head:			
Employed	53%	34%	10%
Not employed	47	36	15

Note: Rows do not total 100% because "spur of the moment" responses (less than 2% of total responses) and "no answer" (1%) have been excluded. Bases for all demographic segments are shown in the Appendix.

Store (Dis)loyalty Among Food Shoppers

While widespread patronage of a favorite food store implies a high level of store loyalty, about one-quarter of the respondents (26%) report that, within the past year, they have switched the store where they do most of their food shopping (Table 2). Switching is most prevalent (at 38%) where the household head is less than 30 years old. Conversely, where the household head is 65 years of age or older, only 20% report store switching.

Most other demographic segments show only minor variations in the percentage who have switched their main food store within the past year, but switching may be somewhat more common in households with five or more persons and among those with household incomes under $10,000.

Table 2

Percentage Switching Major Food Store in Past Year

	Percent
Total respondents	26%
Age of household head:	
Under 30 years	38%
30-44 years	28
45-64 years	25
65 years or older	20
Region:	
Northeast	25%
Midwest	25
South	29
West	27
Size of household:	
One person	24%
Two persons	24
Three-four persons	28
Five or more persons	31
Household income:	
$40,000 and over	28%
$30,000 - $39,999	24
$20,000 - $29,999	26
$10,000 - $19,999	24
Under $10,000	31
Employment status of female head:	
Employed	26%
Not employed	22

Note: Bases for all demographic segments are shown in the Appendix.

Why Do They Switch Stores?

The questionnaire listed five specific reasons for switching stores, plus "some other reason" to cover other contingencies. In response, three out of ten (31%) among those who had switched said their main reason was that a different store offered lower prices (Table 3).

About one in four (19%) switched because a new store had opened, and for 18% a household move was the main reason for changing stores. A different pattern was evident among switchers in households with a head under 30 years of age: 36% had changed stores because of a move.

In the 1988 research, the listed choices on reasons for switching differed from earlier surveys. In 1987, 38% of the switchers said that "a different store offered better value". The more specific wording used in the 1988 questionnaire yielded results that indicate that "lower prices" influence more of the switchers (31%) than "better service" does (9%).

Table 3

Main Reason for Switching Major Food Store

	Different Store Had Lower Prices	New Store Opened	Moved	Different Store Had Better Service
Total switching	31%	19%	18%	9%
Age of household head:				
Under 30 years	24%	15%	36%	7%
30-44 years	28	21	21	7
45-64 years	33	21	13	9
65 years or older	39	19	5	12
Census region:				
Northeast	28%	16%	19%	11%
Midwest	34	15	19	11
South	31	29	15	6
West	29	12	24	8
Size of Household:				
One person	28%	15%	21%	12%
Two persons	32	18	20	8
Three-four persons	30	23	18	6
Five or more persons	35	23	13	10
Household income:				
$40,000 and over	23%	22	16	10
$30,000 - $39,999	33	22	15	6
$20,000 - $29,999	35	18	23	7
$10,000 - $19,999	32	17	19	7
Under $10,000	35	17	20	13
Employment status of female head:				
Employed	27%	21%	20%	8%
Not employed	35	21	13	9

Note: Rows do not total 100% because "got tired of my old store" (5% of total) and "some other reason" (21% of total) have been excluded. Bases for all demographic segments are shown in Appendix.

The Indispensable Shopping List

Before setting out on a major food shopping trip, 83% of all homemakers in the survey make a shopping list (Table 4). This proportion shows only minor variations; in every major demographic segment at least eight out of ten depend on a shopping list. However, the tendency to make a list increases with the age of the household head.

The widespread use of shopping lists does not necessarily imply that all food shoppers use one for the same purpose. Some may make a list only to ensure the purchase of needed items, while others may use a list mainly to remind themselves of special prices that are available for a limited time.

Table 4

Percentage Who Make A Shopping List
Before Major Food Shopping Trip

	Percent
Total respondents	83%
Age of household head:	
Under 30 years	80%
30-44 years	81
45-64 years	83
65 years or older	87
Census region:	
Northeast	85%
Midwest	84
South	81
West	84
Size of household:	
One person	80%
Two persons	85
Three-four persons	84
Five or more person	81
Household income:	
$40,000 and over	84%
$30,000 - $39,999	84
$20,000 - $29,999	84
$10,000 - $19,999	81
Under $10,000	85
Employment status of female head:	
Employed	83%
Not employed	88

Note: Bases for all demographic segments are shown in Appendix.

Most Food Shoppers Check Prices

About eight out of ten shoppers (79%) indicate that they usually compare prices between food stores. Newspaper ads, checked by 55%, are the most popular source for price comparisons, followed by store circulars (37%) and prices in stores (28%). Only 4% get price information from TV ads (Table 5).

The predominance of newspaper advertising in this context reflects several factors, particularly the advantage of having prices for competing stores in one convenient package. Also, the predictable schedule of the weekly "Best Food Day" edition fits established food shopping patterns well. In many cases the weekly food section probably played a key role in shaping the ~~food~~ shopper's basic shopping habits in the first place.

Table 5 suggests that shoppers in households where the head is under 30 years of age may be less involved with comparing food prices, as with other aspects of food shopping. This group is somewhat more likely to check prices in the store, but less likely to do any advance checking. They may tend to find a convenient, well-stocked store and stick with it, assuming that its prices are competitive. However, greater mobility may force them to switch stores. (See Tables 2 and 3.)

Table 5

Usual Source for Price Comparisons
Between Food Stores

	Newspaper Ads	Store Circulars	Prices in Stores	Don't Compare
Total respondents	55%	37%	28%	21%
Age of household head:				
Under 30 years	37%	29%	34%	25%
30-44 years	51	32	30	23
45-64 years	60	39	27	20
65 years or older	64	45	24	16
Census region:				
Northeast	51%	42%	24%	24%
Midwest	53	36	30	20
South	57	38	31	17
West	58	30	26	24
Size of household:				
One person	50%	35%	25%	25%
Two persons	59	37	28	19
Three-four persons	54	39	30	20
Five or more persons	55	38	31	17
Household income:				
$40,000 and over	52%	33%	26%	27%
$30,000 - $39,999	57	38	33	18
$20,000 - $29,999	53	36	29	20
$10,000 - $19,999	57	38	27	19
Under $10,000	57	43	26	16
Employment status of female head:				
Employed	52%	34%	26%	25%
Not employed	63	45	26	16

Note: Rows total more than 100% because of multiple mentions. "Some other way" (1% of total) and "Look at TV ads" (4% of total) have been excluded from table. Bases for all demographic segments are shown in Appendix.

Food Ads in the Newspaper Get Their Attention

As in earlier research, a very high proportion of the shoppers in this survey--87%--report having looked at supermarket or other food ads in their daily newspapers within the past week (Table 6). This figure indirectly confirms the comprehensive coverage of food shoppers by the daily newspaper, but more specifically it reflects the high level of interest in detailed information about local supermarket specials, coupons and new food products.

In all geographic regions and among shoppers for households of all sizes, at least 85% recall seeing supermarket or food ads in the daily newspaper during the past week. This is also true for all household income levels, from less than $10,000 to $40,000 or more. Among major demographic segments the only exception to this general pattern is shoppers from the youngest households, but even in this group eight out of ten recall looking at food ads in the newspaper.

Table 6

Percentage Recalling Supermarket or Food Ads
In Daily Newspaper in Past Week

	Percentage
Total respondents	87%
Age of household head:	
Under 30 years	80%
30-44 years	85
45-64 years	91
65 years or older	90
Census region:	
Northeast	89%
Midwest	86
South	87
West	87
Size of household:	
One person	85%
Two persons	87
Three-four persons	89
Five or more persons	89
Household income	
$40,000 and over	89%
$30,000 - $39,999	89
$20,000 - $29,999	87
$10,000 - $19,999	87
Under $10,000	85
Employment status of female head:	
Employed	87%
Not employed	89

Note: Bases for all demographic segments are shown in Appendix.

How Often Do They Shop for Food?

Earlier research[1] indicates that six out of ten principal food shoppers (61%) make one major food shopping trip per week. The major food shopping trip might be thought of as a planned expedition that involves checking household stocks of food, consulting newspaper ads, and making a list.

No matter how well planned the major food shopping trip may be, a household can unexpectedly run out of a food staple or develop a sudden appetite for something different. Between major food shopping trips and fill-in shopping, American households report an average of 2.4 food store trips per week (Table 7). The number of trips per week tends to increase with the size of the household, from an average of 2.1 trips in one-person households to 2.8 trips in households of five or more persons. The average number of weekly food shopping trips also shows a positive relationship with household income.

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1) For example, see "Food Shopping and Eating Patterns", Newspaper Advertising Bureau, 1978.

Table 7

Average (Mean) Number of Trips per Week
to Any Kind of Food Store

	Trips per Week
Total respondents	2.4
Age of household head:	
Under 30 years	2.4
30-44 years	2.6
45-64 years	2.4
65 years or older	2.1
Census region:	
Northeast	2.5
Midwest	2.2
South	2.4
West	2.4
Size of household:	
One person	2.1
Two persons	2.3
Three-four persons	2.5
Five or more persons	2.8
Household income:	
$40,000 and over	2.5
$30,000 - $39,999	2.5
$20,000 - $29,999	2.4
$10,000 - $19,999	2.3
Under $10,000	2.1
Employment status of female head:	
Employed	2.4
Not employed	2.2

Note: Bases for all demographic segments are shown in Appendix.

Coupons: An Integral Part of the Shopping Experience

Virtually all (94%) of the food shoppers in this survey report using coupons at least "once in a while". More than half (54%) say that they "almost always" use them (Table 8). Even among shoppers from the youngest households, 92% use coupons at least once in a while.

These figures may seem to be at odds with the low redemption rates found for manufacturers' cents-off coupons. These coupons are for branded products that may be used by only a small proportion of the public, and some of these coupons have no expiration date. No published figures are available for in-store coupons, which sometimes cover unbranded meats or produce as well as branded products, and which may expire within a week or less.

The proportion who say that they almost always use coupons varies considerably among geographic regions, from 42% in the West to 64% in the Northeast.

Table 8

Frequency of Coupon Use

	Almost Always	About Half The Time	Once in A While	Almost Never
Total respondents	54%	19%	21%	5%
Age of household head:				
Under 30 years	51%	18%	23%	6%
30-44 years	54	20	20	6
45-64 years	55	19	20	5
65 years or older	56	17	22	4
Census region:				
Northeast	64%	17%	15%	3%
Midwest	57	18	21	4
South	50	19	24	7
West	42	21	27	8
Size of Household:				
One person	43%	19%	27%	9%
Two persons	56	18	22	4
Three-four persons	59	19	17	4
Five or more persons	62	16	18	3
Household income:				
$40,000 and over	55%	20%	20%	5%
$30,000 - $39,999	56	19	18	5
$20,000 - $29,999	56	19	21	4
$10,000 - $19,999	54	19	20	6
Under $10,000	49	16	28	6
Employment status of female head:				
Employed	53%	21%	20%	5%
Not employed	60	16	21	3

Note: Rows may not total 100% because "no answers" have been excluded (1% of total). Bases for all demographic segments are shown in the Appendix.

Where Do They Get Those Coupons?

The medium most widely used for price comparisons, the medium in which 87% of food shoppers have seen food advertising within the past week, is also the most popular source for coupons. Nine out of ten (90%) of the respondents in this survey use coupons from newspaper ads or inserts (Table 9). In every major demographic segment at least 86% report the use of food coupons from newspapers.

Shoppers get coupons from other sources as well, including store mailers and circulars (72%), magazines (56%), and in the store (24%). Regardless of the coupon source, shoppers from larger households are the most dedicated coupon users. Residents of the Northeast also report above-average use of coupons from all sources.

Table 9

Sources for Food Coupons Used

	Newspaper Ad, Insert	Mailer, Circular	Magazine	In Store	Another Way
Total respondents	90%	72%	56%	24%	8%
Age of household head:					
Under 30 years	89%	71%	51%	31%	9%
30-44 years	90	76	57	28	9
45-64 years	92	75	61	23	9
65 years or older	89	63	51	16	5
Census region:					
Northeast	93%	77%	59%	31%	10%
Midwest	92	72	56	28	7
South	90	69	57	19	8
West	86	70	49	19	7
Size of household:					
One person	87%	63%	45%	16%	6%
Two persons	91	70	58	23	7
Three-four persons	92	78	62	29	9
Five or more persons	92	80	60	32	11
Household income:					
$40,000 and over	91%	75%	58%	27%	7%
$30,000 - $39,999	93	76	59	29	9
$20,000 - $29,999	91	73	57	26	8
$10,000 - $19,999	90	69	54	21	7
Under $10,000	86	64	51	16	9
Employment status of female head:					
Employed	91%	74%	59%	26%	8%
Not employed	90	69	58	20	7

Note: Rows total more than 100% because of multiple mentions. Bases for all demographic segments are shown in Appendix.

Eat Out, Take Out, Dine Out

On the testimony of this mail panel survey, roughly 30% of all evening meals eaten in America are not prepared at home. On average, respondents say that they eat out or use take-out food 9.3 times per month (Table 10). In the 1987 survey the overall average was 8.9 times per month.

Eating out and the use of take-out food show a negative correlation with the age of the household head: The average for households with a head under 30 years of age is 10.0 times per month, vs. 7.9 for households with a head 65 years of age or older. Those in one- and two-person households are also more likely than those in larger households to eat out or use take-out food.

On average, those with household incomes of $40,000 and over eat out 9.9 times per month, compared with 7.2 times for those with incomes under $10,000. As might be expected, the employment status of the female head of household is also an important factor. If the female head is employed, the eat out/take out average is 9.6 times per month, compared with 7.5 times in households where the female head is not employed.

Table 10

Evening Meals: Average (Mean) Number of Times per Month Food is Not Prepared at Home

	Average Number of Times
Total respondents	9.3
Age of household head:	
Under 30 years	10.0
30-44 years	9.7
45-64 years	9.1
65 years or older	7.9
Census region:	
Northeast	9.2
Midwest	9.5
South	9.6
West	8.4
Size of household:	
One person	10.2
Two persons	9.5
Three-four persons	8.9
Five or more persons	7.8
Household income:	
$40,000 and over	9.9
$30,000 - $39,999	9.6
$20,000 - $29,999	9.6
$10,000 - $19,999	9.1
Under $10,000	7.2
Employment status of female head:	
Employed	9.6
Not employed	7.6

Note: Figures shown in table are totals of individual means for five specific eating places, shown in Table A1 in the Appendix. Bases for all demographic segments are also shown in the Appendix.

Who Gets the Eat Out/Take Out Business?

If occasions when respondents dined at someone else's home are excluded,[1] this research indicates that American households patronize family restaurants, fast food burger places and other types of fast food outlets with roughly equal frequency (Table 11). Full-service restaurants are used only about half as often. (Respondents were not asked to limit their estimates to national chains, so these figures undoubtedly include local establishments and small regional chains.)

In individual segments of the market the picture is quite different: Fast food outlets get 69% of the business in the youngest households, but only 38% of the business in the oldest households. Fast food outlets are also more popular with large households. Both of these findings probably reflect the fondness of children for burgers and other fast foods, and the greater price consciousness that exists in larger households.

As might be expected, those in the highest household income bracket are most likely to dine out in full-service restaurants. In at least one segment--households with heads who are 65 years of age or older--family restaurants are patronized more often than all types of fast food outlets combined.

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1) Table A1 in the Appendix shows the individual means for all eat out/take out occasions, including dining out at someone else's home.

Table 11

Share of Market* for Restaurants and Fast Food Outlets, by Type

	Fast Food, Total	Fast Food, Burger	Fast Food, Other	Family Rest.	Full Serv. Rest.
Total respondents	56%	29%	27%	30%	14%
Age of household head:					
Under 30 years	69%	37%	32%	19%	12%
30-44 years	66	34	32	23	11
45-64 years	48	24	24	36	16
65 years or older	38	20	18	46	16
Census region:					
Northeast	50%	24%	26%	33%	17%
Midwest	58	32	26	30	12
South	59	31	28	29	12
West	54	27	27	32	14
Household size:					
One person	49%	25%	24%	34%	17%
Two persons	50	25	25	35	15
Three-four persons	63	33	30	26	11
Five or more persons	69	37	32	21	10
Household income:					
$40,000 and over	50%	25%	25%	32%	18%
$30,000 - $39,999	58	28	30	28	14
$20,000 - $29,999	58	30	28	29	13
$10,000 - $19,999	57	32	25	32	11
Under $10,000	60	33	27	30	10
Employment status of female head:					
Employed	58%	29%	29%	29%	13%
Not employed	48	26	22	38	14

* The four types of eating places listed = 100%. "Share of market" figures do not take into account cafeterias, ethnic restaurants, diners, or other types. Base is total number of eating out/take out occasions, as shown in Appendix Table A3.

How They Think About Food vs. How They Eat

Expressed attitudes toward food vary considerably. All four of the "nutritional segmentation" attitude categories[1] developed by the NPD Group are found in all demographic segments, but in varying proportions. Expressions of "conventional tastes" are most common in households where the head is less than 30 years old (Table 12). "Busy urbanites" are much more likely to be found in one-person households (37%) than in those with five persons or more (21%).

Where eating behavior is concerned, 31% of the households in this sample are classified as "sophisticates", as compared with only 13% that are "meat 'n potatoes" households.[1] Respondents may not always practice what they preach, but there is some relationship between nutritional attitudes and types of food consumed. For example, 38% of those with "restrictive dieter" attitudes are classified as "diet conscientious" (Table 13).

Both expressed attitudes toward food and eating behavior show only marginal changes since our 1987 survey.

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1) See Appendix, pp. 30-31, for descriptions of four attitude and five behavior categories.

Table 12

Distribution of Nutritional Attitudes, By Demographic Segments

	Attitudes:			
	Nutritionally Fit	Conventional Tastes	Busy Urbanite	Restrictive Dieter
Total respondents	27%	23%	30%	20%
Age of household head:				
Under 30 years	30%	38%	27%	5%
30-44 years	30	30	30	10
45-64 years	26	20	31	23
65 years or older	23	16	30	31
Census region				
Northeast	26%	22%	32%	20%
Midwest	25	27	27	21
South	24	23	29	24
West	34	17	35	14
Household size:				
One person	23%	20%	37%	20%
Two persons	26	20	31	23
Three-four persons	30	25	26	19
Five or more persons	28	35	21	16
Household income:				
$40,000 and over	34%	16%	38%	12%
$30,000 - $39,999	32	20	32	16
$20,000 - $29,999	23	27	29	21
$10,000 - $19,999	23	29	23	25
Under $10,000	18	22	27	33
Employment status of female head:				
Employed	31%	25%	30%	14%
Not employed	25	20	26	29

Note: Segmentation of nutritional attitudes is based on a cluster analysis of proprietary questions developed by the NPD group. See Appendix for description of categories.

Table 13

Food Segmentation: Attitudes vs Behavior

	Total Respondents
Naturalists	24%
Meat 'n potatoes	13
Sophisticates	31
Diet conscientious	24
Kids around	8

	Attitudes:			
	Nutritionally Fit	Conventional Tastes	Busy Urbanite	Restrictive Dieter
Total households	27%	23%	30%	20%
Behavior:				
Naturalists	37	13	24	17
Meat 'n potatoes	5	27	10	11
Sophisticates	26	38	36	25
Diet conscientious	25	13	23	38
Kids around	7	9	7	9
Bases:	(672)	(576)	(765)	(516)

APPENDIX

DESCRIPTION OF RESEARCH

The Newspaper Advertising Bureau commissioned this research in order to update information on food shopping issues, including store loyalty, store switching, use of a shopping list, number of food shopping trips per week, sources for price comparisons and coupons, and patronage of restaurants and fast food outlets. Home Testing Institute of the NPD Group provided additional information on nutritional attitudes and behavior.

Home Testing Institute diary panel members are carefully instructed in responding for their households. In some respects, then, the data are collected from households rather than individuals, and in fact, the HTI panels are balanced on household characteristics. The HTI respondent in most cases is the female head of the household. However, 11% of the HTI households used for this survey have no female head.

During the first week of July 1988, Home Testing Institute fielded a self-administered Insta-Vue Questionnaire to 5,000 nationally representative households previously coded on the basis of their nutritional attitudes and behavior. When the study was closed for tabulation on August 4, 1988, 3,819 completed questionnaires had been received, for a response rate of 76.4%. In all, 3,756 questionnaires were eligible to be processed.

DESCRIPTION OF NPD's NUTRITIONAL SEGMENTATION CATEGORIES

Attitudinal Segments

"Nutritionally Fit"

"Nutritionally Fit" households are into exercise and watch carefully what they eat. They are more concerned with nutritional issues than with taste or convenience. Nutritionally Fit households are the ones who read the cereal ingredients listed on the box at the store. They have a lifestyle best characterized as inner-directed and tend to be younger, upscale families .

"Conventional Tastes"

"Conventional Tastes" households are almost the complete opposite of "Nutritionally Fit" households. They are more concerned about the taste of food than its nutritional content. "Conventional Tastes" households tend to be younger, lower-income families with two, three or more children.

"Busy Urbanites"

The "Busy Urbanite" households are convenience-oriented. They tend to "graze" throughout the day. Busy Urbanites are more likely to eat away from home than households in other attitudinal groups. They tend to be affluent singles and young married professionals. The household tends to be very inner-directed, driven by goals which focus on personal and professional success.

"Restrictive Dieters"

"Restrictive Dieters" are not necessarily on a weight-loss program; they simply watch what they eat. They count calories, watch their salt and cholesterol intake, and are likely to be on doctor-prescribed dietary programs. The Restrictive Dieters are the most downscale attitudinal group. These households tend to have very low incomes, older female heads, members who have a high school education or less, and no one in the work force.

Behavioral Segments

"Naturalists"

"Naturalists" households prefer foods which are either good for them or positioned as good for them. They display an above average consumption of "health" foods like natural cereals, wheat germ, yogurt, fresh fruit, bran fiber bread and granola bars.

"Meat 'n Potatoes"

The "Meat 'n Potatoes" segment is a very traditional blue collar family. The healthfulness of foods does not appear to be an important issue to these households. They are characterized by above-average consumption of "all-American" foods: roast beef, roast pork, potatoes, gravy, pies and whole milk.

"Sophisticates"

The most upscale behavioral group, the "Sophisticates" have a varied diet. At most times, they resemble "Naturalists". However, they are more likely than Naturalists to indulge themselves in adult-oriented foods. They may spend a great deal of their valuable time preparing a meal, but on occasion they will cook a gourmet frozen dinner in the microwave or go out to dinner. Foods they consume on an above average basis include wine, cocktails and beer; Swiss cheese; rye/pumpernickel bread; bagels; and butter.

"Diet Conscientious"

The "Diet Conscientious" are frequent users of diet or "low calorie" products and are likely to be on a doctor-prescribed diet. Their consumption of traditional diet foods is above average: skim milk, diet margarine, sugar substitutes, salads and fresh fruits.

"Kids Around"

Somewhat more upscale than the "Meat 'n Potatoes" households, the large family "Kids Around" group appears to cater to their children's food and beverage preferences. Their diets are filled with inexpensive foods like pre-sweetened cereals, soft drinks, pizza, spaghetti, hot dogs and bologna sandwiches.

Table A1

Evening Meals: Eating Out and Use of Take-out Food
(Mean number of times per month, by type)

	Average Number of Times:				
	Fast Food, Burger	Fast Food, Other	Family Rest.	Full Service Rest.	Someone Else's Home
Total respondents	2.3	2.1	2.4	1.2	1.3
Age of household head:					
Under 30 years	3.0	2.6	1.6	1.1	1.7
30-44 years	2.8	2.6	2.0	1.0	1.3
45-64 years	1.9	1.9	2.8	1.4	1.1
65 years or older	1.4	1.2	2.7	1.2	1.4
Census region:					
Northeast	1.9	2.0	2.5	1.4	1.4
Midwest	2.5	2.1	2.4	1.2	1.3
South	2.5	2.3	2.3	1.1	1.4
West	1.9	2.0	2.2	1.1	1.2
Size of household:					
One person	2.1	2.1	2.7	1.5	1.8
Two persons	2.1	2.0	2.7	1.4	1.3
Three-four persons	2.5	2.3	2.0	1.0	1.1
Five persons	2.4	2.1	1.5	0.8	1.0
Household income:					
$40,000 and over	2.2	2.2	2.7	1.6	1.2
$30,000 - $39,999	2.3	2.4	2.3	1.3	1.3
$20,000 - $29,999	2.4	2.3	2.3	1.1	1.4
$10,000 - $19,999	2.4	2.0	2.3	1.0	1.4
Under $10,000	1.9	1.6	1.7	0.6	1.4
Employment status of female head:					
Employed	2.4	2.4	2.4	1.2	1.2
Not employed	1.7	1.4	2.3	1.0	1.2

Table A2

Respondent Bases

	Total Number	Total Switching Food Stores
Total respondents	3,756	989
Age of household head:		
Under 30 years	527	202
30-44 years	1,097	304
45-64 years	1,198	296
65 years or older	934	187
Census region:		
Northeast	906	222
Midwest	1,036	256
South	1,185	344
West	629	167
Household size:		
One person	937	229
Two persons	1,240	303
Three-four persons	1,218	346
Five or more persons	361	111
Household income:		
$40,000 and over	956	263
$30,000 - $39,999	583	141
$20,000 - $29,999	744	191
$10,000 - $19,999	921	224
Under $10,000	552	170
Employment status of female head:[a]		
Employed	1,127	294
Not employed	1,173	263

(All bases shown are unweighted.)

a) Data on employment status of female head are based on respondents for whom nutritional segmentation figures were available (N = 2,529).

Table A3

Bases for Eating Out, Take-out Occasions

	Total Occasions	Commercial[a] Occasions
Total	28,537	24,775
Age of household head:		
Under 30 years	4,923	4,113
30-44 years	9,569	8,368
45-64 years	8,945	8,023
65 years or older	5,100	4,271
Census region:		
Northeast	6,824	5,871
Midwest	8,033	7,045
South	9,213	8,014
West	4,467	3,845
Household size:		
One person	7,260	6,001
Two persons	9,439	8,258
Three-four persons	9,376	8,328
Five or more persons	2,462	2,188
Household income:		
$40,000 and over	8,383	7,420
$30,000 - $39,999	4,769	4,193
$20,000 - $29,999	5,932	5,146
$10,000 - $19,999	6,651	5,724
Under $10,000	2,802	2,292
Employment status of female head[b]		
Employed	9,232	8,177
Not employed	6,687	5,730

a) Figures in this column refer to occasions when food was eaten at or taken out from the four types of eating places shown in Table 12.

b) Figures on employment status of female head are based on respondents for whom nutritional segmentation data were available.

QUESTIONNAIRE

1. Which statement best describes your personal food shopping habits? ("X" ONE ONLY)

I have one favorite store where I usually shop.....( )
I regularly shop at more than one store.....( )
I usually go to the store that advertises the best specials.....( )
I choose the store I shop in on the spur of the moment.....( )

2a. In the past year or so, have you switched the store where you do most of your shopping?

Yes ( ) (Continue) No ( ) (Skip to Q.3)

2b. What was your main reason for switching stores? ("X" ONE ONLY)

I (we) moved.....( )
A new store opened.....( )
Got tired of my old store.....( )
A different store offered lower prices.....( )
A different store offered better service.....( )
Some other reason.....( )

3. Before going on a major food shopping trip, do you usually make a shopping list?

Yes ( ) No ( )

4. How do you usually go about comparing prices between food stores?

Look at newspaper ads..( ) Check prices in stores.....( )
Look at TV ads.....( ) Some other way.....( )
Read store circulars...( ) I do not compare store prices..( )

5. Counting both major food shopping and fill-in shopping, about how many trips per week do you make to any kind of food store (including supermarkets, convenience stores, health food stores, etc.)? ("X" ONE ONLY)

One trip....( ) Three trips....( ) Five trips.....( )
Two trips...( ) Four trips.....( ) Six or more trips.( )

6. How often do you use coupons when you shop?

Almost always.....( ) Once in a while.....( )
About half the time.( ) Almost never.....( )

7. When you use coupons, where do you get them? ("X" ALL THAT APPLY)

Newspaper or newspaper inserts..( )
Magazine.....( )
Mailer or circular..( )
In the store.....( )
Other.....( )

8. For your evening meal, about how many times per month do you do the following, either alone or with your family? (Write in one number of each. If none, write 0.)

	# Times Per Month
Eat at or take out from a fast food burger place.....	_____
Eat at or take out from other type of fast food place: chicken, taco, seafood, pizza, etc.....	_____
Eat out in a family restaurant.....	_____
Dine out in a fine restaurant with full service.....	_____
Dine out at someone else's home.....	_____

9. On how many of the past five weekdays (Monday through Friday) did you read or look at a daily newspaper? (Circle one number only)

0 1 2 3 4 5

10. During the past week, do you recall seeing any supermarket or other food ads in a daily newspaper?

Yes ( ) No ( )